



INTERNATIONAL ROAD DYNAMICS INC.
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BUSINESS UPDATE ONLY - NON-MATERIAL INFORMATION

NEW APPOINTMENTS ENHANCES IRD'S SALES TEAM

March 14, 2003 – IRD (International Road Dynamics Inc.) is pleased to announce two new appointments which will help to strengthen and enhance IRD's Sales Team:

Mr. Rod Klashinsky Vice President, North American Sales Coordination. Rod joined IRD in 1988 and has been instrumental in the evolution and the administration of the Intelligent Transportation Solutions (ITS) team. He has served the IRD team and his customers in a number of different capacities in the 14 years. Rod has developed many very positive and strong customer relationships during this time.

In his new position, Rod will provide leadership to our sales team in our pursuit of superior customer service and support.

Mr. Jonathan Vinek, Regional Sales. Jonathan has been with IRD for over 7 years in various technical, sales and customer support positions. In his new position Jonathan will be responsible to support customers in the states of California, Nevada, Utah, Colorado, New Mexico and Arizona.

Mr. Terry Bergan, President & CEO noted: “ We are proud of Rod's and Jonathan's accomplishments and their contributions to IRD. This is another very important part of our focus on customer service to meet the ever growing demands in our ITS industry. Both of these gentlemen are excited about the opportunities to better serve IRD's customers and business partners. Please join me in congratulating Rod and Jonathan.”

For detailed contact information for Mr. Klashinsky please click on the following:
http://www.irdinc.com/english/html/corp/business_update/employee_info/rodklashinsky_0303.htm

For detailed contact information for Mr. Jonathan Vinek please click on the following:
http://www.irdinc.com/english/html/corp/business_update/employee_info/jonvinek_0303.htm

IRD is a highway traffic management technology company specializing in supplying products and systems to the global Intelligent Transportation Systems (ITS) industry. IRD is a North American company based in Saskatoon, Saskatchewan with sales and service offices throughout the United States and overseas. Private corporations, transportation agencies and highway authorities around the world use IRD's products and advanced systems to manage and protect their highway infrastructures.

IRD is listed on the TSX – trading symbol – IRD
www.irdinc.com